

# ADVERTISING

The Advertising curriculum provides a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

## About this Program

- **College:** Journalism and Communications
- **Degree:** Bachelor of Science in Advertising
- **Specializations:** Advertising Agency ([http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV\\_BSAD/ADV\\_BSAD01/](http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD01/)) | Persuasive Messaging ([http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV\\_BSAD/ADV\\_BSAD02/](http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/ADV_BSAD/ADV_BSAD02/))
- **Credits for Degree:** 124

*To graduate with this major, students must complete all university, college, and major requirements.*

## Department Information

The Department of Advertising is recognized as one of the largest and most respected programs in the U.S. Courses are designed to provide a foundation for problem-solving, strategic thinking and persuasion techniques that drive marketplace communication.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/current-advertising/>)

## CONTACT

Email ([lyharris@jou.ufl.edu](mailto:lyharris@jou.ufl.edu)) | 352.392.4046

P.O. BOX 118400

2088 WEIMER HALL

GAINESVILLE FL 32611-8400

Map (<http://campusmap.ufl.edu/#/index/0030>)

## Curriculum

- Advertising
- Advertising | Persuasive Messaging UF Online
- Combination Degrees

UF's Department of Advertising consistently ranks as one of the top U.S. advertising programs. It is based in a college accredited by the Accrediting Council for Education in Journalism and Mass Communication. The department's curriculum, among the most comprehensive in the United States, is taught by a faculty with the knowledge and experience to bring a balance of professional skills and conceptual orientation to the classroom.

Students choose one of two specializations:

### Advertising Agency

Emphasizes skills that are necessary for entry-level positions in an advertising agency and is designed to provide a foundation for advancement to positions of leadership in these organizations. This specialization introduces the concepts and skills needed to prepare for careers in account management, account planning, media planning, research, art direction, and copywriting. All students in the Advertising Campaigns course are required to complete a program-level assessment.

### Persuasive Messaging

Focuses on the skill set required to engage media audiences with the use of strategic, persuasive communications. The specialization emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The specialization prepares students for careers in a broad array of industries and organizations.

## Academic Learning Compact

The advertising curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion techniques that drive audience-centered marketplace communications. Skills attained can be applied to the advertising industry, to entrepreneurship, and to health marketing, among others. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

Students choose one of two specializations:

### Advertising Agency

The Advertising Agency specialization emphasizes skills that are necessary for entry-level positions in an advertising agency and is designed to provide a foundation for advancement to positions of leadership in these organizations. This track introduces students to the concepts and skills needed to prepare for careers in account management, account planning, media planning, research, art direction and copywriting.

### Persuasive Messaging

The Persuasive Messaging specialization focuses on the skill set required to engage media audiences through the use of strategic, persuasive communications. The track emphasizes the concepts and application of audience and media analytics, advertising sales, brand storytelling, and message persuasion. The track prepares students for careers in a broad array of industries and organizations.

## Before Graduating Students Must

- Achieve a passing score of 70% on your student portfolio, which will be evaluated by two faculty members as part of ADV 4800, the major's capstone course.
- Complete requirements for the baccalaureate degree, as determined by faculty.

## Students in the Major Will Learn to Student Learning Outcomes (SLOs)

### Content

1. Correctly identify information and trends related to the history and roles of professionals and institutions in shaping strategic communications.

### Critical Thinking

2. Formulate accurate audience insights from research and consumer information.
3. Correctly analyze strategic communication from case studies in branding.

### Communication

4. Work effectively in teams to solve strategic communication problems.
5. Orally present ideas and recommendations clearly and effectively.

### Curriculum Map

*I = Introduced; R = Reinforced; A = Assessed*

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
MMC 2604	I				
SPC 2608					I
or					
ORI 2000					
MAR 3023	R	I	I		
ADV 3008	I, R	I	I		
ENC 3254		R			
ADV 3001		R	R	I	R
ADV 3403	R	R	R		
ADV 3500		R	R	R	R
ADV 4800	A	A	A	A	A
or					
Immersion					

### Assessment Types

- Exams
- Oral presentations
- Peer Evaluations
- Rubric